

Message Text

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PAGE 01 JAKART 00594 151120Z

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ACTION EA-07

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P R 151000Z JAN 74

FM AMEMBASSY JAKARTA

TO USDOC WASHDC PRIORITY

INFO AMEMBASSY SINGAPORE

SECSTATE WASHDC 338

UNCLAS JAKARTA 0594

FOR SINGAPOPW/MAYFIELD - BIC/OIM/FE/EMD-LEONARD

E.O. 11652: N/A

TAGS: BEXP, ID

SUBJ: USAQUIP 74: MARKET PROMOTION CONTRACOTR RECOMMENDATION.

1. EMBASSY INVITED FOLLOWING FOUR COMPNIES TO SUBMIT BIDS FOR
MARKET PROMOTION CONTRACT:

- A. J.J. BROWN & ASSOCIATES, JALAN CISADANE 31A, JAKARTA
- B. P.T. INDO-AD, JALAN MELAWAI VI/27, KEBAYORAN BARUQD JAKARTA
- C. P.T. INDONESIA RESARCH & DEVELOPMENT CO., JALAN SUTAN
SJAHRI 42 JAKARTA
- D. P.T. NASIHAT, JALAN ANYER IX/6, JAKARTA

2. COMPANY B ABOVE DECLINED OUR INVITATION. COMPANIES C AND D
DECIDED SUBMIT COMBINED BID BECAUSE SERVICES THEY PROVIDE ARE
COMPLEMENTARY. ONE SPECIALIZES IN PRINTING, THE OTHER IN
PUBLICITY, ADVERTISING, MARKET RESEARCH. J.J. BROWN & ASSOCIATES
ALSO SUBMITTED BID.

3. J.J. BROWN & ASSOC. BID WAS \$31,423--TOO HIGH FOR US TO
GIVE IT SERIOUS CONSIDERATION. IN ADDITION, COMPANY'S BID
PRESENTATION CONTAAOED SO MANY TYPING STRIKEOVERS AND MIS-
VELLED WORDS, WE COULD NOT RELY UPON IT TO DO PROFESSIONAL
GOYLIBER WORK WE REQUIRE.

4. COMBINED BID OF COMPANIES C AND D WAS ATTRACTIVE, PROFESSIONAL
PRESENVTION BUT AT \$26,303 ALSO TOO COSTLY. COHN/MAYFIELD/
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PAGE 02 JAKART 00594 151120Z

REILLY DECIDED CALL COMPANIWQ IN TO EMBASSY TO EXPLORE POSSIBILI-

TIES REDUCING BID AMOUNT BY REVISING SPECIFICATIONS.

5. UPSHOT OF MEETING WAS DECISION DUE TO HIGH COSTS
PRINTING AND OTHER SERVICES IN JAKARTA, COMPANIES CANNOT WOULD
SUBMIT NEW BID COVERING ONLY ITEMS SHOWN BELOW. REMAINDER OF
WORK WILL BE HANDLED BY EMBASSY JAKARTA AND TRADE CENTER
SINGAPORE. AMOUNTS BID FOR EACH CATEGORY OF SERVICE ARE ALSO
INCLUDED BELOW.

A. LIST BUILDING, STRATIFYING OF LIST FOR SECOND MAILING
TO KEY AND PREFERRED PROSPECTS, AND IDENTIFICATION AND ARRANGING
FOR PERSONAL CALLS. \$1050

B. PRESS RELATIONS, INCLUDING ARRANGMENT OF
ANNOUNCEMENT RECEPTION, OPENING DAY PRESS
PREVIEW AND WALK THROUGH, PREPARATION OF 3
PRESS RELEASES PLUS RELEASE FOR ANNOUNCEMENT
RECEPTION, ESTABLISHMENT OF PRESS OFFICE AT
EXHIBITION SITE AND MANNING IT FIRST DAY AND
ON CALL SUCCEEDING DAYS, AND ATTENDANCE AT
WEEKLY
COM MEETINGS. \$2000

C. PRINTING OF INVITATION LETTERS. \$ 200

D. DIRECT MAILING, STUFFING ADDRESSING 7500 PIECES
\$482.20

E. POSTAGE FOR 7500 PIECES \$391.82

6. EMBASSY CONSIDERS \$4124.02 COMBINED BID OF P.T. INDONESIA
RESEARCH AND DEVELOPMENT COM, AND P.T. NASIHAT TO BE BEST WE
CAN OBTAIN FROM BEST QUALIFIED LOCAL FIRMS. WE ARE CONFIDENT
THEY CAN PERFORM THE ASSIGNMENT WITH QUALITY OF AZQK WE
REQUIRE. WE RECOMMEND THEY BE AWARDED MARKET PROMOTION
CONTRACT.
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